

ABSTRACT

RESEARCH PAPER: Customer Satisfaction at The SFO San Francisco International Airport

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DATE: May 2021

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The following study, was conducted with archival data from the SFO San Francisco International Airport, measuring customer satisfaction. The intent of the study was to examine the validity and reliability of the 2018 iteration of the survey. Examination of current literature revealed that there was little to no research using the dataset under examination. Instead, an examination of both classical and contemporary theories was examined in an attempt to determine if the current dataset is in line with those theories. To determine what underlying factors are present an exploratory factor was conducted. The results indicate that a 4-factor structure is one possibility though with notable cross loading between factors. Based on the content of the items the following factor structure was determined to be one possibility; Factor 1: Satisfaction with transport services, Factor 2: Satisfaction with inside amenities, Factor 3: cleanliness satisfaction, and Factor 4: Satisfaction with information booths. To determine the internal consistency of the survey, several reliability analyses assuming a single factor structure and multiple factor structures. The results indicated that the survey was consistent. What little research was found on a previous iteration of the customer satisfaction survey, indicated there were several items which were strong predictors of overall customer satisfaction. Therefore, a logistic regression analysis was conducted for comparison. The results indicated “satisfaction

with signs and directions”, followed by “satisfaction with restaurants”, followed by “satisfaction with overall cleanliness” were the three biggest predictors of customer satisfaction. Based on these results, it has been concluded that the survey appears to be statistically reliable, but not necessarily valid.